

5-Nov-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Obama  
Week of: 10/29 - 11/4  
Contract Number: 339643 - HL 6401970

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
11	530-6A Sat	:30	\$500	2	1	\$250	\$250

**TOTAL REBATE (Gross) \$250**  
**(Net) \$212.50**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

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Agency Greer/Margolis/Mitchell

Write-up Date 11/5/12

Client Pol/Obama

Requested By D. D'Avolletti

Campaign/Title Pres.

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒ \_\_\_\_\_

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 3391643

Explanation of Adjustments by Requestor: LVC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 250.00 Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 212.50 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D'Avolletti Approved ☒ Date 11/5

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSI \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

# Contract # 339643

**Schedule Dates** 11/02/12-11/06/12  
**Advertiser** Barack Obama for President (7678)  
**Agency** Greer, Margolis, Mitchell & Associates (2890)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/B OBAMA/D/PRE/US (130088)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA 305 11/2  
OBAMA FOR AMERICA

**Date Entered** 11/01/12  
**Last Modified** 11/05/12  
**Entered By** Mary Beth Halas  
**CO-OP** Yes  
**Headline #** 06401970  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$12,045.00  
**Net Total** \$68,255.00  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Nov. 2012  
**Spots** 57  
**Rate** \$80,300.00  
**Grand Total:** 57 \$80,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4A- Early Today									1	\$150.00	\$150.00	Pittsburgh (WPXI)	EARLY TODAY 4-430A/1	11/1/12
2.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:28A- Channel 11 News 430A									1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 430-5A/2	11/1/12
3.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:58A- Channel 11 News 5am									1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/3	11/1/12
4.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:29A- Channel 11 News 530am									1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/4	11/1/12
5.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	10A- Ellen									1	\$675.00	\$675.00	Pittsburgh (WPXI)	ELLEN 10-11A/5	11/1/12
6.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11A- Anderson									1	\$575.00	\$575.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/6	11/1/12
7.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	12:30P- The Doctors 1230-130P									1	\$575.00	\$575.00	Pittsburgh (WPXI)	DOCTORS 1230-130P/7	11/1/12
8.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	2:30P- Who Wants To Be A Millionaire									1	\$575.00	\$575.00	Pittsburgh (WPXI)	MILLIONAIRE 230-3P/8	11/1/12
9.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	2:58P- Days Of Our Lives									1	\$1,050.00	\$1,050.00	Pittsburgh (WPXI)	DAYS 3-4P/9	11/1/12
10.0	Normal Line / Prime	11/02/12-11/02/12	2	:30	8:58P- Grimm 9-10P									1	\$6,750.00	\$6,750.00	Pittsburgh (WPXI)	GRIMM 9-10P/10	11/1/12
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	5:30A- IMPACT									1	\$500.00	\$500.00	Pittsburgh (WPXI)	IMPACT 530-6A/11	11/1/12
12.1	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)									2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	NEWS 6-8A/12	11/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.